East Balto.Med.Plan

Continued from p. 3)

several ways. First, the medical plan places the emphasis on preventive care. Each member of the plan is encouraged to receive care on a regular basis while they are well and not to wait until he is ill.

Second, the medical plan has all the physician specialties that are necessary for total ambulatory health care at one facility. This includes internists for adults and general medicine, pediatricians and developmental psychologists for child care, OB-GYN, optometry, orthopedics, minor surgery, dental care, dermatology, outreach, audiology and other specialties. The Plan also has its own pharmacy, lab and x-ray facilities. Major surgery and hospitalization are provided by the Johns Hopkins Hospital at no additional cost to plan members.

The staffing of the East Baltimore Medical Plan has been structured on a Health Team concept, which offers continuity of care and the personal relationship of the traditional family physician.

Third, the Medical Plan provides 24-hour access to a medical plan physician for emergency situations when the center is closed. This means that members of the Plan have health care available to them at all times. The regular operating hours of the plan are 9:00 a.m. to 10:00 p.m. Monday thru Fridays and 9:00 a.m. to 1:00 p.m. on Saturdays. When the offices are closed and an emergency arises, all the member has to do is call the Medical Plan Physician for assistance.

Fourth, because all of the physicians are located in one facility, all of its member's medical records are centrally housed. Each physician that renders treatment to a patient has access to the patient's medical chart. This provides continuity of care and can be a factor in reducing the probability of the patient receiving conflicting medications from different providers.

Fifth, the medical plan primarily operates on a prepaid basis. This enables the members to budget their health care, thus removing out-of-pocket considerations in receiving adequate health care. This also is very economical to plan members in receiving total health care for their entire families.

Since November 1971, the East Baltimore Community Corporation has delivered vital health servcies to residents of East Baltimore. The original board members (pictured) remain dedicated to keeping their cost low and increasing the kinds and improving the quality of health services delivered. Standing from left to right: Nathaniel McFadden, Rev. Phillip Campbell, John Howard, Nathan Irby, Evelyn Douglass, Frances Reynolds, . Seated from left to right : Torrey Brown, Sarah Causion, Geneva Harris, Lois Borown Lois Brown, Clarence Burns, Dollie Thaniel, Elizabeth Ward, Laura White, and Rhea Brown.

Starting your own business .....

(Continued from p. 13)

portant factors. Your education, experience and hobbies are important factor.

Pick the field you know most about. The best way to obtain knowledge of a business is through actual experience in it. If you feel otherwise qualified, but lack sufficient training, seek a job working for somebody else in the business you are considering. Try to find a position in a well-managed, successful company. Then absorb as much management know - how as you possibly can.

You will need every minute of experience you can get. Experience in other types of work may teach you something about general business policies and operating methods. The transfer of experience from one type of business to another is often practicable.

Education will help too. While there are usually no educational requirements for starting your own business, the more schooling you have had the better equipped you should be. In most businesses you must know how to figure interest and discounts, keep simple and adequate records, and conduct necessary correspondence. Knowledge of these and many education.

Next, make a sincere effort to determine as best you can whether customers or clients will like the type of business or service you wish to establish. The business should be in tune with the trend of the times. Choose a field in which expansion is logically expected. Study surveys and seek advice and counsel.

What Are My Chances Of Success?

Your chance of success depends upon a number of factors. Some are internal and others are external. The external factors are, generally, beyond your control.

Internal factors include your being the type for business, choosing the right kind of business by virtue of your background, keeping abreast of changes in your market and being a good manager. External factors include adverse changes in the weather, government regulations, changes in the physicial environment and generally poor business conditions due to inflation, depression, war or changing societal needs.

The number of businesses in the country continues to grow. Each year's growth is the net result of businesses started and businesses which have failed. As a general rule, poor business conditions are good, by a larger than average number of failures or disappearances, causing the total number of business firms to drop. If business conditions sare good, the total number of business firms intends to increase. Over the long run, the number of firms increases along with the population and industrial growth of the country.

What Will Be My Return On Investment?

Should you invest your money in the stock market, bonds or insurance instead of a business? This is a major factor to be considered before venturing into business. For frequently, a person has invested money in his own business thinking that the return will be greater than any other investment.

Attempt to find out what the average - local if possible -- return is on a dollar invested in the business which you are considering. One of the ultimate goals in investing, in general, is to recapture your invested dollars through profits.

A number of publications are available which can supply answers to these questions. An organization which publishes such information is the Small Business Administration.

Remember, in order to be a successful planner for business, first know yourself, then the kind of businesses there are to choose from and that are best for you. Determine your chances of success and the ability to obtain an acceptable return on your investment.

—Oligraphics

(Continued from Page 5)

I can do the work as good as anyone else."

Today Terry Oliver is going after the government contracts harder and faster than ever before. One of the mistakes she made was not to explore government contract opportunities. Every time she heard of a contract she fit she could handle, it was usually after the contract was awarded to someone else.

Her trip to Washington today appeared to be pretty successful. She was enthusiastic about her chances to pick up a contract to design and layout a brochure produced by the Department of Transportation. But soon she began to clam down and she said. "I know I shouldn't be so anxious and put so much into this trip. You don't have a contract until it is in your hand."

Terry is learning the hard way. Perhaps some day soon she will get those contracts and stabilize her business.

Construction progressing on March Funeral Home

William C. March, president and founder of The William C. March Funeral Home, Inc., announced that construction is in progress for the new funeral home, located at 1101 E. North Ave. at Ensor St.

The new structure will feature two separate chapels with seating capacity of 600, six individual reposing rooms and a lighted paring lot to accommodate forty automobiles.

Mr. March stated that the new structure will be dedicated to those families he has served over the past years.

The present funeral home at 928 E. North Avenue, which is a family concern, will continue operations in conjunction with the new location.

Mr. March served his apprenticeship with the Charles R. Law Mortuary and Raynor Saunders Funeral Homes after graduating from The American Academy of Embalming and Montuary Research in 1948. He was also associated with the Halstead Funeral Home until 1956, at which time he opened his own business.

Mrs. J. Poberta March, wife of the founder and president, is secretary-treasurer and a licensed funeral director. The Marches have two sons and two daughters. The oldest son, Erich W. March is vice-president and general manager of the corporation. The firm employs 25 people in its operation, including six licensed funeral directors.

Financing for the new structure was made possible by loans from Advance Federal Savings and Loan Association, Ideal Savings and Loan Association and the Small Business Association.

The Baltimore Council for Equal Business Opportunity, Inc. (C.E.B.O.) was responsible for putting together the loan package. The architectural design was by The Leon Bridges Company. The building contractor is The Roy Kirby Construction Company.

Construction began in mid-March and should be completed by April of 1978. Mr. March stated that he feels he owes his success to God and the fact that the firm is dedicated to serving the needs of the community by offering a "reasonably priced funeral service."

Rob Harper will continue to do it his way

The reasons for Rob Harpers success as a dry cleaner and investor are he says his personal drive, good marketing ability and a supportive family.

(Continued from p. 18)

five miles away and in every sense of the word Rob Harper has a monopoly on the market.

His exclusive position can not remain, however. The developer of Columbia can no longer give him the guarantee he fought so hard to obtain. But Harper is not worried.

"I have built the best dry cleaner anywhere. People come to my place not just because of my location but because of my great work . . . , no place else can they be guaranteed that they will get the best cleaning, the best service at hours that are convenient." From the stream of traffic to his establishment, most would agree with him.

Rob Harper claims that one day he wants to retire on some deserted island living on the fruits of his labor. His drive, ambition and enthusiasm may get in the way of realizing this dream. Rob is thinking about expanding into other areas. Each new idea will probably turn into another fulltime preoccupation and Rob Harper may never realize his dream of affluent retirement.

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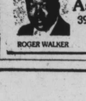
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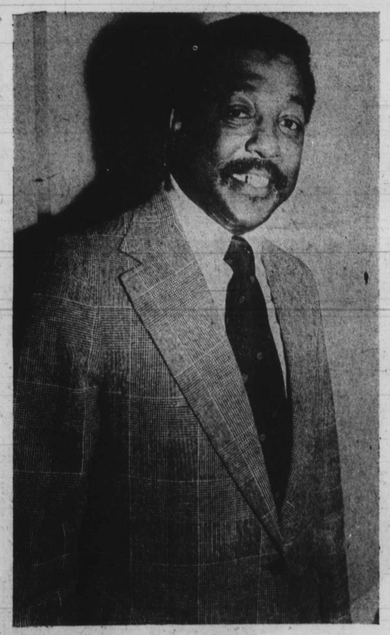

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